

**MINUTES OF THE MEETING OF THE JERSEY VILLAGE
PLANNING AND ZONING COMMISSION**

September 16, 2013 – 6:00 p.m.

THE PLANNING AND ZONING COMMISSION OF THE CITY OF JERSEY VILLAGE,
TEXAS, CONVENEED ON SEPTEMBER 16, 2013 – 6:00 P.M. IN THE CIVIC CENTER,
16327 LAKEVIEW, JERSEY VILLAGE, TEXAS

A. The meeting was called to order after the Joint Session with City Council at 6:19 p.m. and the roll of appointed officers was taken. Commissioners present were:

Chairman, Debra Mergel	Rick Faircloth, Commissioner
Barbara Freeman, Commissioner	Joyce Berube, Commissioner
George Ohler, Commissioner	

Commissioners Tom Eustace and Michael O’Neal were not present at this meeting.

Council Liaison, Justin Ray was not present at this meeting.

Staff in attendance: Courtney Rutherford, Assistant City Secretary; Bobby Gervais, City Attorney; Christian Somers, Building Official; and Deborah Capaccioli-Paul, Engineering Technician.

Danny Segundo, Director of Public Works, was not present at this meeting.

B. Consider approval of the minutes for the meetings held on August 13, 2013 and August 19, 2013.

Commissioner Freeman moved to approve the minutes for the meetings held on August 13, 2013 and August 19, 2013. Commissioner Ohler seconded the motion. The vote follows:

Ayes: Commissioners Faircloth, Berube, Freeman, and Ohler
Chairman Mergel

Nays: None

The motion carried.

C. Consider the request of Gordon NW Village, LP for an Alternative Comprehensive Signage Plan in accordance with Section 14-261 of the Jersey Village Code of Ordinances for the Northwest Village Shopping Center located at 17360 Northwest Freeway, Jersey Village, Texas.

Scott Gordon of Gordon NW Village, LP was present at the meeting and gave a brief presentation to the Commission regarding the changes planned for the shopping center. Mr. Gordon explained that his company believes that this property is an excellent piece of real estate that is currently run down. They plan to repaint the buildings and add landscaping in order to attract new tenants. They also plan to restripe the parking lot to allow additional parking and a better flow of traffic. In order to improve the appearance of the buildings, all signs will need to be replaced. He explained that his company will require the wire ways of

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all signs to be covered and for the lettering to be “white” in color with a “black” outline. They will also allow for a small color logo. Mr. Gordon stated that they would also like to replace the current ground signs, with no more than two (2) signs along US 290 and one (1) sign along Jones Road.

There was concern from the Commission regarding the proposed ground signs. In reviewing the submitted signage plan, the Commission learned that item #1 of the plan sets the maximum height for each sign at 50 feet. In discussing this proposal, it was the consensus that the maximum height be changed to reflect 40 feet.

There was also concern regarding item #3, regarding the full color electronic message center. Mr. Gordon explained that there will only be one (1) of these centers for the shopping center. It will be used for the smaller businesses that are buried in the back of the complex. The signs controlled by the center will only change every 3 to 5 minutes. The graphics will be controlled by Mr. Gordon’s office and will be very simple with business logos and no small print. In connection with this request, Mr. Somers, the City’s Building Official, explained that electronic signs fall within the City’s current guidelines, but such signs are only permitted to change once every five (5) minutes. It was the consensus of the Commission that item #3 be revised to state that electronic signs controlled by the electronic message center will not change more often than every five (5) minutes.

Discussion was had regarding the pole banners to be located throughout the parking lot. The Commission discussed the need for these signs to be uniform in size and design. Mr. Gordon agreed. Accordingly, provisions will be added to the signage plan to provide that the signs be:

- 7’ x 3’ in size;
- The bottom of each banner will be secured at the same distance from the ground;
- The banners must also be replaced as soon as they appear ripped, torn or faded; and
- If holiday pole banners are installed; all banners must be the same.

Mr. Somers explained that he has been approached by a few tenants wishing to have sandwich board signs outside their stores. The Commission, Staff, the City Attorney, and Mr. Gordon agreed that this updated plan is a good time to address this issue. Mr. Somers suggested that Mr. Gordon review the City Code and add language to the signage plan similar as to the sandwich board provisions allowed in District D. Gordon NW Village, LP will be responsible for policing the sandwich boards, and if a tenant is in violation, then NW Village, LP will be in violation. Mr. Gordon stated that they will have maintenance staff on site daily to perform policing tasks.

There was also concern regarding people dressed up and standing along the roadway with signs advertising for businesses in the shopping center. Mr. Gervais, the City Attorney, suggested that Mr. Gordon add language to his new leasing agreements prohibiting this type of advertisement. Mr. Gordon agreed.

After discussions, the Commission directed Mr. Gordon to make the revisions as discussed and listed below. Once these changes have been made he can resubmit the revised plan to the Commission for review and approval.

Revisions to be submitted:

Ground Signs

Item 1 - Maximum height shall be 40'

Item 2 – Electronic sign will not change more often than once every 5 minutes

Banners

Item 6 – All Pole banners will be 7'x3' and the bottom of each banner must be installed at the same distance from the ground.

Banners will be replaced as soon as they appear to be ripped, torn or faded.

If holiday banners are installed all banners must be changed out to be the same.

Sandwich Boards

The guidelines should be written similar to the provisions used for Sandwich Boards in District D. Sandwich Board Signs should be limited to so many days per month, for example 6 days. Gordon NW Village, LP is responsible for policing the sandwich boards; if a tenant is in violation then Gordon NW Village, LP is in violation of the alternative comprehensive signage plan. Mr. Godon stated that a maintenance employee is on the grounds every day and this person will police the sandwich boards.

D. Adjourn

With no additional business to conduct Commissioner Faircloth moved to adjourn the meeting. Commissioner Berube seconded the motion. The vote follows:

Ayes: Commissioners Faircloth, Berube, Freeman, and Ohler
Chairman Mergel

Nays: None

The motion carried.

The motion carried and the Commission adjourned at 7:26 p.m.

Courtney Rutherford, Assistant City Secretary